

Tanawan Mongkol 2014: Consumer's Attitude Affecting Intention to Stay and Use of Facilities in Green Hotels. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Associate Professor Yupawan Vannavanit, M.B.A. 103 pages.

This research aim to study (1) Green Attitude (2) intention to stay and use of facilities in Green Hotels. (3) Attitude affecting intention to stay and use of facilities in Green Hotels. The study is a quantitative research by using descriptive and survey research. Questionnaires used to collect from samples are 400 sets. The data set is analyzed by applying descriptive statistics including frequency, percentage, mean, and standard deviation. And inference statistics used in this study are Pearson's Correlation Coefficient and Regression Analysis test at a significant level of 0.05. The results show that samples have Green Attitude in very act. Include Importance of being green, Inconvenience of being green, seriousness of environmental problem, responsibility levels of corporation towards Green and Consumer's belief in Green Hotels. Intention to stay and use of facilities in Green Hotels in very act.

The results showed that the Of all 5 variables. In the environmental attitudes, the samples have realized Importance of Being Green in the most. The Inconvenience of being green, seriousness of environmental problem, responsibility levels of corporation towards Green and Consumer's belief in Green Hotels. The Sample is more attitude. The Sample with the intention to stay and the hotel is very act. The results of multiple regression analysis and hypothesis testing have a relationship in statistically significant, Consumer's belief in Green Hotels (X_5) affect the willingness to stay and use of facility in green hotel (Y). The regression coefficients is equal to 0.771, followed by the. Realizing Importance of Being Green (X_1) with standardized regression coefficient (Beta) of 0.189 and the second factor is related to the intention to stay and use the facilities. The coefficient of determination (R-Square) equal to 75.40 percent.

Student's signature

Thesis Advisor's signature